



**To:** ACFYHA Families, Players, Coaches

**From:** Avon Canton Farmington Youth Hockey Association Board

**Date:** March 25, 2026

**Subject:** Avon Hockey Rebranding Initiative

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The Avon Canton Farmington Youth Hockey Association (ACFYHA) is pleased to announce an upcoming **rebranding initiative** designed to more closely align Avon Hockey's visual identity with that of **Avon Old Farms School**, our home rink and long-standing community partner. This initiative will update Avon Hockey's **colors, uniforms, and visual materials** to reflect the **official Avon Old Farms School color scheme and branding standards**, creating a more unified and professional appearance across all levels of our program. Aligning our identity with Avon Old Farms strengthens our connection to the school, reinforces community pride, and presents a consistent image for players, families, and visiting organizations.

#### **Objectives of the Rebrand**

- Establish a clear visual connection between Avon Hockey and Avon Old Farms School
- Create a consistent, recognizable identity across uniforms, apparel, and communications
- Enhance pride, tradition, and professionalism within the program
- Support long-term brand clarity for players progressing through the organization

**Scope of Changes** The rebrand will be implemented thoughtfully and in phases to minimize disruption and cost. Expected areas of update include:

- Team jerseys and socks
  - **Year 1:** Jerseys included in the swag package to support the rebrand transition
  - **Year 2:** Program returns to the traditional swag package approach
- Equipment, apparel and merchandise
- Digital and printed communications
- Logo and graphic elements where applicable

Additional details regarding timelines, uniform transitions, and purchasing guidance will be shared as plans are finalized. We recognize the importance of tradition within youth hockey and are committed to executing this transition in a way that respects our history while positioning Avon Hockey for the future. We appreciate the continued support of our families, coaches, and community as we take this positive step forward.

If you have questions or feedback regarding the rebranding initiative, please contact the ACFYHA Board. Thank you for your continued commitment to Avon Hockey.